

CONTRACT

WOIO
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

Contract / Revision 804520 /		Alt Order #
Product General Election, 2012		
Contract Dates 10/22/12 - 11/05/12		Estimate # 330
Advertiser Republican Senate Campaign Committee		Original Date / Revision 08/03/12 / 10/17/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Midwest Communications
 49 South grant Avenue
 Columbus, OH 43215

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/22/12	11/02/12	Action News at 5a	5-6a		:30			NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF--				5	\$150.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$150.00			
N 2	WOIO	11/05/12	11/05/12	Action News at 5a	5-6a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$150.00			
N 3	WOIO	10/22/12	11/02/12	Action News at 6a	6-7a		:30			NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF--				5	\$150.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$150.00			
N 4	WOIO	11/05/12	11/05/12	Action News at 6a	6-7a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$150.00			
N 5	WOIO	10/22/12	11/02/12	The Early Show	7-9a		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF--				5	\$100.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$100.00			
N 6	WOIO	11/05/12	11/05/12	The Early Show	7-9a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$100.00			
N 7	WOIO	10/22/12	11/02/12	America Now	9-10a		:30			NM	10	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF--				5	\$75.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$75.00			
N 8	WOIO	11/05/12	11/05/12	America Now	9-10a		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$75.00			
N 9	WOIO	10/22/12	11/02/12	Action News at Noon	12-1230p		:30			NM	10	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF--				5	\$2,400.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$2,400.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 804520 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/22/12 - 11/05/12	<u>Product</u> General Election, 2012	<u>Estimate #</u> 330
<u>Advertiser</u> Republican Senate Camp		<u>Original Date / Revision</u> 08/03/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WOIO	11/05/12	11/05/12	Action News at Noon	12-1230p		:30			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$2,400.00			
N 11	WOIO	10/22/12	11/02/12	CBS Soaps	1230-2p		:30			NM	10	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	MTWTF--				5	\$2,000.00			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$2,000.00			
N 12	WOIO	11/05/12	11/05/12	CBS Soaps	1230-2p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$2,000.00			
N 13	WOIO	10/22/12	11/02/12	Action News at 5p	5-6p		:30			NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	MTWTF--				5	\$1,500.00			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$1,500.00			
N 14	WOIO	11/05/12	11/05/12	Action News at 5p	5-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$1,500.00			
N 15	WOIO	10/22/12	11/02/12	Action News at 6p	6-630p		:30			NM	10	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	MTWTF--				5	\$2,500.00			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$2,500.00			
N 16	WOIO	11/05/12	11/05/12	Action News at 6p	6-630p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$2,500.00			
N 17	WOIO	10/22/12	11/02/12	M-F 7-730p	7-730p		:30			NM	6	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	MTWTF--				3	\$4,500.00			
		Week: 10/29/12	11/04/12	MTWTF--				3	\$4,500.00			
N 18	WOIO	11/05/12	11/05/12	M-F 7-730p	7-730p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$4,500.00			
N 19	WOIO	10/22/12	11/02/12	M-F 730-8p	730-8p		:30			NM	6	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	MTWTF--				3	\$5,000.00			
		Week: 10/29/12	11/04/12	MTWTF--				3	\$5,000.00			
N 20	WOIO	11/05/12	11/05/12	M-F 730-8p	730-8p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$5,000.00			
N 21	WOIO	10/22/12	11/02/12	Action News at 11p	11-1135p		:30			NM	10	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	MTWTF--				5	\$3,000.00			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$3,000.00			
N 22	WOIO	11/05/12	11/05/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$3,000.00			
N 23	WOIO	10/22/12	11/02/12	David Letterman	1135p-1238a		:30			NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	MTWTF--				5	\$500.00			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$500.00			
N 24	WOIO	11/05/12	11/05/12	David Letterman	1135p-1238a		:30			NM	1	\$500.00

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Contract / Revision	Alt Order #
804520 /	

Contract Dates	Product	Estimate #
10/22/12 - 11/05/12	General Election, 2012	330

Advertiser	Original Date / Revision
Republican Senate Camp	08/03/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 1 \$500.00												
N 25	WOIO	10/27/12	11/03/12	Sat Early Show	9-11a		:30			NM	2	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S- 1 \$175.00 Week: 10/29/12 11/04/12 -----S- 1 \$175.00												
D 26	WOIO	10/27/12	11/03/12	Sat 7-8p	7-8p		:30			NM	0	\$0.00
N 27	WOIO	10/27/12	11/03/12	Lt Sa Action News at 11p	11p-2a		:30			NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S- 1 \$700.00 Week: 10/29/12 11/04/12 -----S- 1 \$700.00												
N 28	WOIO	10/28/12	11/04/12	Sun Action News at 7a	7-9a		:30			NM	2	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$150.00 Week: 10/29/12 11/04/12 -----S 1 \$150.00												
D 29	WOIO	10/28/12	11/04/12	CBS Sunday Morning	9-1030a		:30			NM	0	\$0.00
N 30	WOIO	10/28/12	11/04/12	Lt Su Action News at 11p	11p-2a		:30			NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$750.00 Week: 10/29/12 11/04/12 -----S 1 \$750.00												
N 31	WOIO	10/27/12	11/03/12	Sat Hour 1	8-9p		:30			NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S- 1 \$2,500.00 Week: 10/29/12 11/04/12 -----S- 1 \$2,500.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 2 WOIO 10/29/12-11/04/12 Sat Hour 1 8-9p -----Sa-- :30 \$2,500.00 NM See MG 31.3 3 WOIO 10/29/12-11/04/12 NCAA Football Reg Prime 757-11p -----Sa-- :30 \$2,500.00 NM Ⓜ MG for 31.2 11/03												
N 32	WOIO	11/04/12	11/04/12	Sun Hour 1	7-8p		:30			NM	1	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S 1 \$15,000.00												
Totals											135	\$226,175.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	61	\$94,650.00	\$80,452.50
10/29/12 - 11/05/12	74	\$131,525.00	\$111,796.25
Totals	135	\$226,175.00	\$192,248.75

Signature: _____ **Date:** _____

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Client: Republican Senate Campaign Committee, 2012 **Station Order**
 Product:
 Campaign: General Election, 2012

Midwest Communications & Media
 7720 Benson Road
 Carroll, OH 43112
 614/440-4449

Rev #: 3
 Flight From: 10/22/2012 to 11/05/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Bob Clegg
 Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CLEVELAND-AKRON (CANTON)
 Station: WOIO
 Station Contact: Renee Morley

Actg. Order No.: 330
 WS Order No.: 10442
 Contract No.:

Handwritten signature and date 10/17

Item#	Days/ Times	DP/ Len	Program Title/ Comm Tag	Station Gross Rate/ Total	Oct 22	Oct 29	Nov 05	Total Spots	DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
1	MTWTF-- 05:00A-06:00A	EM 30	CBS 19 NWS AM	\$150.00 \$1,650.00	5	5	1	11	1.1 \$136.36	0.7 \$214.29	0.4 \$375.00
2	MTWTF-- 06:00A-07:00A	EM 30	CBS 19 NWS AM	\$150.00 \$1,650.00	5	5	1	11	1.1 \$136.36	0.8 \$187.50	0.4 \$375.00
3	MTWTF-- 07:00A-09:00A	EM 30	EARLY SHOW	\$100.00 \$1,100.00	5	5	1	11	0.9 \$111.11	0.7 \$142.86	0.3 \$333.33
4	MTWTF-- 09:00A-10:00A	DT 30	AMERICA NOW	\$75.00 \$825.00	5	5	1	11	1.8 \$41.67	1.4 \$53.57	0.5 \$150.00
6	MTWTF-- 12:00P-12:30P	NN 30	CBS 19 NOON	\$2,400.00 \$26,400.00	5	5	1	11	3.8 \$631.58	3.0 \$800.00	1.2 \$2,000.00
7	MTWTF-- 12:30P-02:00P	DT 30	CBS SOAPS	\$2,000.00 \$22,000.00	5	5	1	11	3.9 \$512.82	3.0 \$666.67	2.1 \$952.38
8	MTWTF-- 05:00P-06:00P	EN 30	NEWS AT 5	\$1,500.00 \$16,500.00	5	5	1	11	3.2 \$468.75	2.5 \$600.00	1.3 \$1,153.85
9	MTWTF-- 06:00P-06:30P	EN 30	HOMTM19 NWS-6P	\$2,500.00 \$27,500.00	5	5	1	11	3.3 \$757.58	2.7 \$925.93	1.3 \$1,923.08
10	MTWTF-- 07:00P-07:30P	PA 30	WHEEL OF FORTU	\$4,500.00 \$31,500.00	3	3	1	7	7.6 \$592.11	2.0 \$2,250.00	2.2 \$2,045.45
11	MTWTF-- 07:30P-08:00P	PA 30	JEOPARDY	\$5,000.00 \$35,000.00	3	3	1	7	7.9 \$632.91	2.2 \$2,272.73	2.5 \$2,000.00
12	MTWTF-- 11:00P-11:35P	LN 30	NEWS AT 11	\$3,000.00 \$33,000.00	5	5	1	11	5.2 \$576.92	3.2 \$937.50	2.1 \$1,428.57
13	MTWTF-- 11:35P-12:35A	LF 30	LETTERMAN	\$500.00 \$5,500.00	5	5	1	11	2.2 \$227.27	1.6 \$312.50	1.0 \$500.00
14	---S- 09:00A-11:00A	WE 30	CBS NWS SAT	\$175.00 \$350.00	1	1	.	2	1.2 \$145.83	0.9 \$194.44	0.2 \$875.00
16	---S- 11:00P-11:35P	WE 30	SAT LATE NEWS	\$700.00 \$1,400.00	1	1	.	2	3.5 \$200.00	2.2 \$318.18	1.3 \$538.46
17	---S- 07:00A-09:00A	WE 30	ACT NWS SU MRN	\$150.00 \$300.00	1	1	.	2	0.5 \$300.00	0.1 \$1,500.00	0.3 \$500.00
19	---S- 11:00P-11:35P	WE 30	SUN LATE NEWS	\$750.00 \$1,500.00	1	1	.	2	3.8 \$197.37	3.2 \$234.38	1.8 \$416.67
20	---S- 08:00P-09:00P	PT 30	CRMTM SA8P-CBS	\$2,500.00 \$5,000.00	1	1	.	2	2.8 \$892.86	2.5 \$1,000.00	0.8 \$3,125.00
21	---S- 07:00P-08:00P	PT 30	60 MINUTES	\$15,000.00 \$15,000.00	.	1	.	1	10.5 \$1,428.57	8.8 \$1,704.55	5.2 \$2,884.62
					\$226,175.00	61	62	12	135		

190.8 42.0
 201.3

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	61	190.8	\$94,650.00	\$496.07
Nov	74	243.3	\$131,525.00	\$540.59
	135	434.1	\$226,175.00	\$521.02

Advertiser: Republican Senate Campaign Committee, 2012
Campaign: General Election, 2012

Station Order

CLEVELAND-AKRON (CANTON) - TV

Station: WOIO

	Monthly Totals			
<u>Month</u>	<u>Spots</u>	<u>GRP/GRIs</u>	<u>Station Gross Dollars</u>	<u>Station Gross CPP/CPM</u>

Comments

Campaign Remarks:
Paid for by:

RSCC

By: _____